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ABSTRACT

Information provided by the Maryland State Board for Higher Education permitted Prince George's Community College (PGCC) to determine the proportion of Prince George's County residents attending various colleges and universities in the state and to analyze trends in PGCC's market shares from 1982 to 1987. Findings regarding full- and part-time undergraduates, new full-time freshmen, and black new full-time freshmen indicate that: (1) 26,400 residents of Prince George's County were attending Maryland community colleges and universities as undergraduates in fall 1986, representing a 2.7% decrease from the 27,142 residents enrolled in fall 1985; (2) 11,923 county residents were attending college full-time, and 14,477 were enrolled part-time; (3) statewide, the community colleges' share of full-time undergraduate enrollments was 25%, while their share of part-time enrollments was 67%; (4) 44% of the 1986 students were enrolled at PGCC; (5) PGCC enrolled three of every five county residents attending a Maryland college part-time for credit; (6) nearly 42% of all beginning full-time students in the county started their education at PGCC; and (7) of the 8,664 black county residents attending college, 4,683 (54%) were attending PGCC. (EJV)

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ENSCAN88

Market Analysis

PRINCE GEORGE'S COUNTY UNDERGRADUATE MARKET SHARES

Market Analysis

Report MA88-3

prepared by the

Office of Institutional Research and Analysis

Prince George's Community College

Craig Clagett - Director

August 1987

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PRINCE GEORGE'S COMMUNITY COLLEGE
Office of Institutional Research and Analysis

MARKET SHARE ANALYSIS FOR FALL 1986
ENSCAN88 Report MA88-3
August 1987

Introduction

This report is one in a series that will comprise an updated environmental scan, or review of external factors affecting the college. A key component of a comprehensive environmental scan is the identification and assessment of organizations and activities competing for your clientele's time and dollars. This market share analysis reports the proportion of Prince George's County residents attending various colleges and universities in Maryland in fall 1986. Trends in market shares since 1982 are also analyzed. Four student categories are examined: full-time undergraduates, part-time undergraduates, new full-time freshmen, and black new full-time freshmen.

Information Sources

Information provided by the State Board for Higher Education permitted calculation of the precise share of county residents attending each state college or university. Residents attending colleges outside of Maryland were excluded from the analysis; the market shares are of those residents attending a Maryland school. The SBHE reported fall 1986 enrollment of residents at all but two colleges in Maryland (St. Mary's Seminary and Washington Theological Union had not submitted residence data by the time of report preparation). The sources of enrollment by residence data were fall Enrollment Information System tape submissions or SBHE Form S-4, "Residence by County of Origin." In all cases the place of residence was defined as the permanent residence at the time of application to the campus.

Full-time Undergraduates

The number of Prince George's County residents attending a Maryland college or university full-time at the undergraduate level in fall 1986 was 11,923, a slight decline from the year before. Nearly 41 percent were enrolled at the University of Maryland College Park. (These data include all levels of undergraduates, freshmen through seniors.) Prince George's was second most popular for full-time study, enrolling over 26 percent of the county residents attending full-time. PGCC's share was up slightly from 1985, halting a three-year downward trend. Bowie State was third, with a 4.9 percent share. Towson State and UMBC had small but growing market shares:

Full-time Undergraduate Market Shares
Prince George's County Residents, Fall 1982-86

	1982	1983	1984	1985	1986
Univ. of Maryland/College Park	40.3	41.2	42.0	42.7	40.7
Prince George's Comm. College	31.8	30.2	28.7	26.2	26.6
Bowie State College	4.6	4.7	4.5	4.7	4.9
Towson State University	2.9	3.3	3.5	4.0	4.5
Univ. of Maryland/Baltimore Cnty.	2.8	3.3	3.5	3.5	4.0
Total students (100%)	13,177	12,959	12,358	12,107	11,923

Statewide, the community college share of full-time undergraduates remained at 25 percent. (Tables of fall enrollment by institutional segment and political subdivision are included in the appendix.) Thus PGCC was slightly above the state average, as it has been throughout the 1982-86 period. Both the statewide community college share and PGCC's county share of full-timers have declined over the 1982-86 period. The University of Maryland system (all campuses) increased its statewide share of full-time undergraduates from 32 to 36 percent over the 4-year period.

Part-time Undergraduates

A total of 14,477 residents of Prince George's County attended state colleges and universities part-time in fall 1986. This was a decline of 558 students (or 3.7 percent) from 1985. PGCC has dominated the part-time student market in recent years, enrolling nearly six out of every ten county residents attending a state college part-time. However, the community college's share has declined since the early 1980's, while UMCP and Bowie State have made slight gains:

Part-time Undergraduate Market Shares
Prince George's County Residents, Fall 1982-86

	1982	1983	1984	1985	1986
Prince George's Comm. College	62.3	63.5	62.0	58.6	58.4
Univ. of Maryland/Univ. College	20.5	20.4	20.5	22.8	20.6
Univ. of Maryland/College Park	9.8	8.4	9.0	9.6	10.3
Bowie State College	2.0	2.0	2.2	2.5	3.2
Montgomery Community College	2.0	2.4	2.3	2.4	2.3
Total students (100%)	16,240	16,025	15,670	15,035	14,477

Statewide, the community college share of the part-time undergraduate market has slipped slightly but is still strong at 67 percent. PGCC's relatively lower share of its market probably reflects the presence of two campuses of the University (UMCP and UMUC) in its service area. The University system's share of the statewide part-time student market was 17 percent in 1986.

New Full-time Freshmen

A total of 2,875 residents of Prince George's County enrolled in college for the first time in fall 1986, as full-time students (other first-time students enrolled on a part-time basis). Market shares for these first-time, full-time freshmen are one measure of recruiting effectiveness. After declining in 1985, PGCC's share increased in 1986. Nearly 42 percent of all county residents beginning college on a full-time basis in fall 1986 enrolled at the community college. UMCP was second most popular, enrolling one-fourth of the new full-timers:

New Full-time Freshman Market Shares
Prince George's County Residents, Fall 1982-86

	1982	1983	1984	1985	1986
Prince George's Comm. College	45.9	42.8	42.9	39.4	41.8
Univ. of Maryland/College Park	27.4	28.8	29.1	30.1	25.0
Bowie State College	3.7	3.0	3.5	4.6	5.2
Univ. of Maryland/Baltimore Cnty.	3.4	3.8	3.6	3.2	4.7
Towson State University	2.0	3.5	3.8	3.9	3.4
Total students (100%)	3,346	3,158	2,977	2,984	2,875

Statewide, the community college share of new full-time students was 39 percent in 1986, up a point from 1985 but down from 43 percent in 1982. PGCC's share of this market has consistently exceeded the statewide average. Perhaps the most notable finding concerning this market is its overall decline; the number of Prince George's County residents starting college full-time declined 14 percent in four years.

Black First-time Full-time Freshmen

A total of 8,664 black residents of Prince George's County were enrolled as undergraduates in fall 1986 at a Maryland college or university. Fifty-four percent (4,683 students) were attending Prince George's Community College. The community college has historically enrolled more black residents of the county than any other institution. However, its share of blacks enrolling as first-time, full-time students declined by over 10 percentage points in fall 1985. PGCC's market share of this group increased slightly in fall 1986, to 43.5 percent. The second most popular choice of county blacks for beginning study full-time was the University of Maryland at College Park, which enrolled 15 percent. This was down slightly from the year before. Bowie State increased its share of the county's new full-time black undergraduates in fall 1986, to 12.5 percent, improving its market share for the second straight year. Five-year trends in black new full-time freshman market shares for the top five institutions for this cohort of students are shown in a table at the top of the next page.

Black New Full-time Freshman Market Shares
Prince George's County Black Residents, Fall 1982-86

	1982	1983	1984	1985	1986
Prince George's Comm. College	49.3	47.5	51.5	41.3	43.5
Univ. of Maryland/College Park	13.5	13.6	14.3	16.2	15.1
Bowie State College	10.5	8.9	8.8	11.9	12.5
Morgan State University	6.8	6.8	6.7	6.3	6.7
Univ. of Maryland/Eastern Shore	4.7	5.0	4.2	9.0	5.6
Total students (100%)	1,060	1,020	1,025	1,063	1,103

Statewide, public two-year colleges enrolled 48.7 percent of the black students starting college on a full-time basis in fall 1986. Private schools enrolled 3 percent, with the balance (48.3 percent) attending public four-year schools.

Summary

A total of 26,400 residents of Prince George's County were attending Maryland colleges and universities as undergraduates in fall 1986. This was a decrease of 2.7 percent from the 27,142 residents enrolled in fall 1985. Forty-four percent of the 1986 students were enrolled at PGCC, the same proportion as in 1985. Considering that the community college offers only freshman and sophomore level classes, this is a substantial share of the total undergraduate market.

PGCC is particularly strong in the part-time undergraduate market, enrolling three of every five county residents attending a Maryland college part-time for credit. But it is also the number one choice of county residents beginning their college studies on a full-time basis. Nearly 42 percent of all beginning full-timers start at PGCC; UMCP is the second most popular place to start, enrolling 25 percent of the new full-time undergraduates.

Craig A. Clagett
Director of Institutional
Research and Analysis

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Table 1

HEADCOUNT UNDERGRADUATE CREDIT ENROLLMENT
MARYLAND COLLEGIATE INSTITUTIONS
BY SEGMENT
FALL 1982 - FALL 1986

	Fall Credit Enrollment									
	1982		1983		1984		1985		1986	
	N	%	N	%	N	%	N	%	N	%
Total										
Community colleges	101,931	50	104,561	50	99,584	49	95,108	48	93,908	47
University of Maryland	49,614	24	50,068	24	50,887	25	52,189	26	52,322	26
Public four-year	32,539	16	33,202	16	32,578	16	32,615	16	33,174	17
Private	20,227	10	20,634	10	20,113	10	19,837	10	21,190	10
	204,311	100	208,465	100	203,162	100	199,749	100	200,594	100
Full-time										
Community colleges	30,488	30	29,953	30	27,017	27	24,562	25	24,151	25
University of Maryland	32,601	32	33,219	33	33,942	35	34,495	36	34,478	36
Public four-year	23,256	23	23,709	23	23,054	23	22,889	24	23,002	24
Private	14,446	14	14,843	15	14,487	15	14,500	15	15,016	15
	100,791	100	101,724	100	98,500	100	96,446	100	96,647	100
Part-time										
Community colleges	71,443	69	74,608	70	72,567	69	70,546	68	69,757	67
University of Maryland	17,013	17	16,849	16	16,945	16	17,694	17	17,844	17
Public four-year	9,283	9	9,493	9	9,524	9	9,726	10	10,172	10
Private	5,781	5	5,791	5	5,626	6	5,337	5	6,174	6
	103,520	100	106,741	100	104,662	100	103,303	100	103,947	100
Full-time Freshmen										
Community colleges	11,090	43	10,745	41	9,488	38	8,961	38	9,158	39
University of Maryland	5,898	23	5,982	23	6,328	26	5,862	25	5,757	24
Public four-year	4,785	18	5,122	20	4,835	20	4,492	19	4,375	19
Private	4,051	16	4,217	16	3,870	16	4,168	18	4,234	18
	25,824	100	26,066	100	24,521	100	23,483	100	23,524	100

Sources: SBHE Fall Enrollment Reports
Enrollment Information System

Table 2

TRENDS IN PROPORTION
OF TOTAL FULL-TIME CREDIT UNDERGRADUATES
WHO ATTENDED LOCAL COMMUNITY COLLEGE
BY POLITICAL SUBDIVISION

Political Subdivision	Fall 1982	Fall 1984	Fall 1985	Fall 1986
Allegany County	57%	55%	52%	50%
Anne Arundel County	36	32	31	34
Baltimore City	27	26	19	16
Baltimore County				
(Catonsville)	11	11	10	9
(Dundalk)	3	3	3	3
(Essex)	16	15	14	14
Calvert County				
(Charles)	6	8	6	8
(Prince George's)	26	27	24	25
Caroline County				
(Chesapeake)	39	32	43	35
Carroll County				
(Catonsville)	20	18	17	18
Cecil County	43	45	39	37
Charles County	60	46	43	41
Dorchester County				
(Chesapeake)	17	15	22	19
Frederick County	49	45	42	43
Garrett County	57	53	41	38
Harford County	39	31	30	31
Howard County	21	19	18	17
Kent County				
(Chesapeake)	31	33	35	30
Montgomery County				
(Rockville)	26	24	23	23
(Takoma Park)	5	5	5	5
(Germantown)	3	3	3	3
Prince George's County	32	29	26	27
Queen Anne's County				
(Chesapeake)	39	36	37	36
St. Mary's County				
(Charles)	23	19	16	18
Somerset County				
(Wor-Wic Tech)	-	-	-	-
Talbot County				
(Chesapeake)	36	30	32	30
Washington County				
(Hagerstown)	58	55	56	58
Wicomico County				
(Wor-Wic Tech)	11	11	10	9
Worcester County				
(Wor-Wic Tech)	9	8	8	7

NOTE: Fall 1983 data not available from the SBHE.

Source: SBHE Reports: Enrollment by Place of Residence in Maryland Institutions of Higher Education Fall 1982, 1984, 1985, and 1986.

Table 3

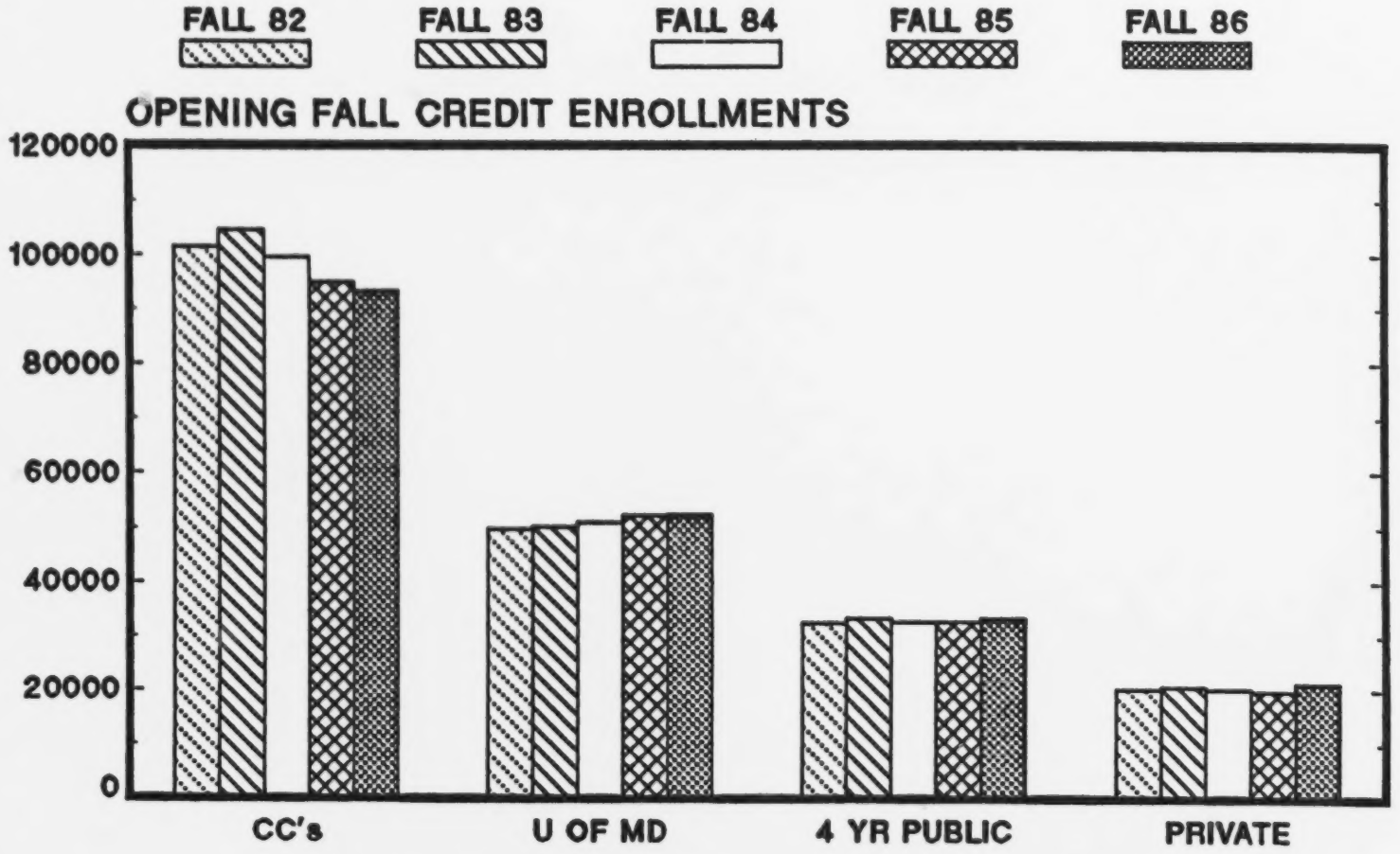
TRENDS IN PROPORTION
OF TOTAL PART-TIME CREDIT UNDERGRADUATES
WHO ATTENDED LOCAL COMMUNITY COLLEGE
BY POLITICAL SUBDIVISION

Political Subdivision	Fall 1982	Fall 1984	Fall 1985	Fall 1986
Allegany County	77%	73%	73%	70%
Anne Arundel County	73	72	73	74
Baltimore City	41	38	35	30
Baltimore County				
(Catonsville)	30	28	27	26
(Dundalk)	9	11	11	10
(Essex)	30	30	30	29
Calvert County				
(Charles)	52	58	60	58
(Prince George's)	31	27	25	23
Caroline County				
(Chesapeake)	87	87	86	85
Carroll County				
(Catonsville)	69	71	69	71
Cecil County	92	93	90	91
Charles County	90	91	88	89
Dorchester County				
(Chesapeake)	73	74	73	78
Frederick County	79	82	81	79
Garrett County	86	91	87	85
Harford County	78	76	75	74
Howard County	63	60	58	58
Kent County				
(Chesapeake)	82	78	80	79
Montgomery County				
(Rockville)	46	46	45	47
(Takoma Park)	15	17	15	15
(Germantown)	11	11	11	11
Prince George's County	63	62	59	58
Queen Anne's County				
(Chesapeake)	85	80	80	82
St. Mary's County				
(Charles)	78	80	78	82
Somerset County				
(Wor-Wic Tech)	-	-	-	-
Talbot County				
(Chesapeake)	86	88	88	84
Washington County				
(Hagerstown)	90	89	89	85
Wicomico County				
(Wor-Wic Tech)	37	45	43	43
Worcester County				
(Wor-Wic Tech)	37	45	35	40

NOTE: Fall 1983 data not available from the SBHE.

Source: SBHE Reports: Enrollment by Place of Residence in Maryland Institutions of Higher Education Fall 1982, 1984, 1985, and 1986.

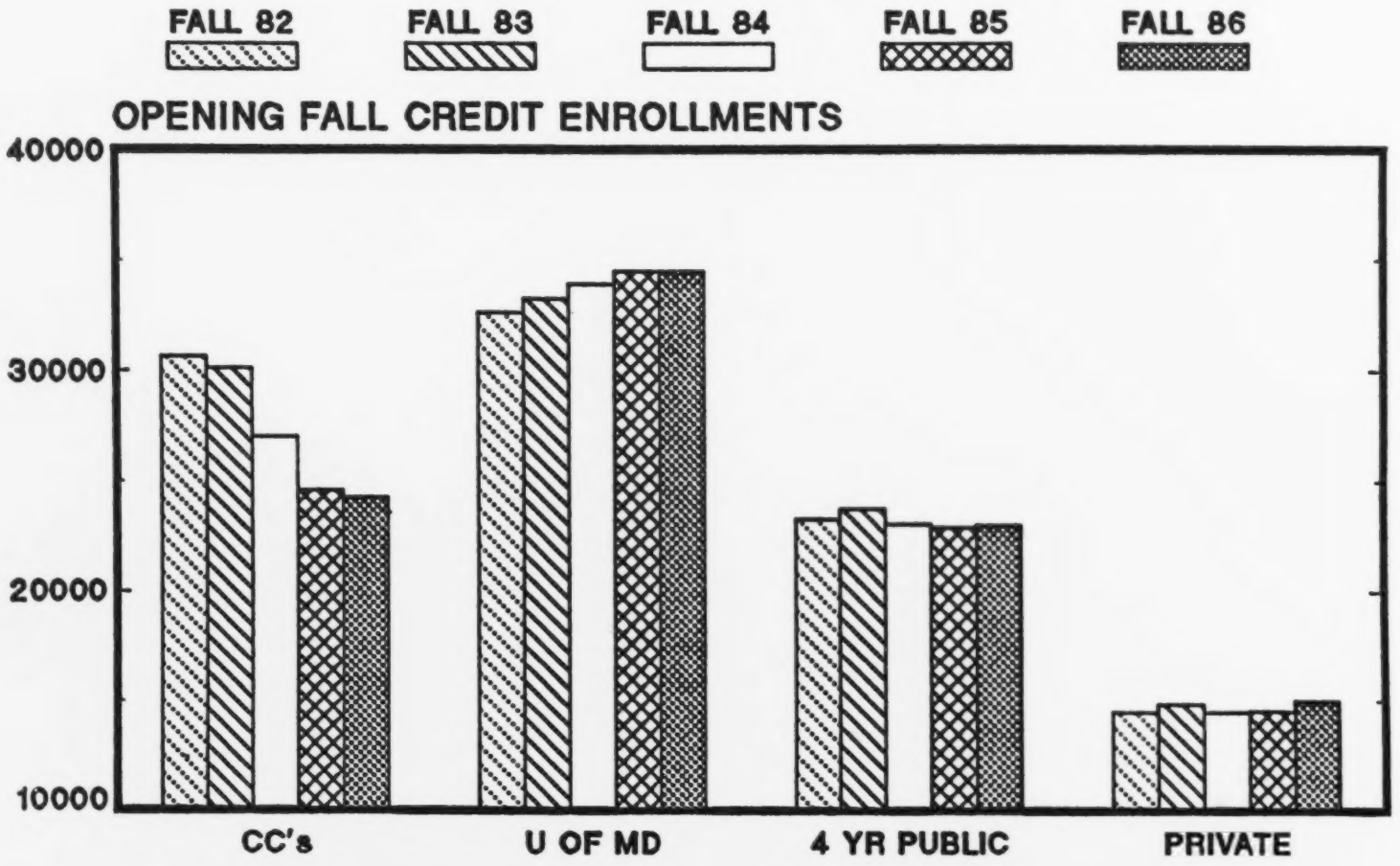
TRENDS IN TOTAL UNDERGRADUATES
BY SEGMENTS



MD STATE BOARD FOR COMMUNITY COLLEGES

SOURCE:DERIVED FROM SBHE PRELIMINARY FALL REPORTS(1982-1986)

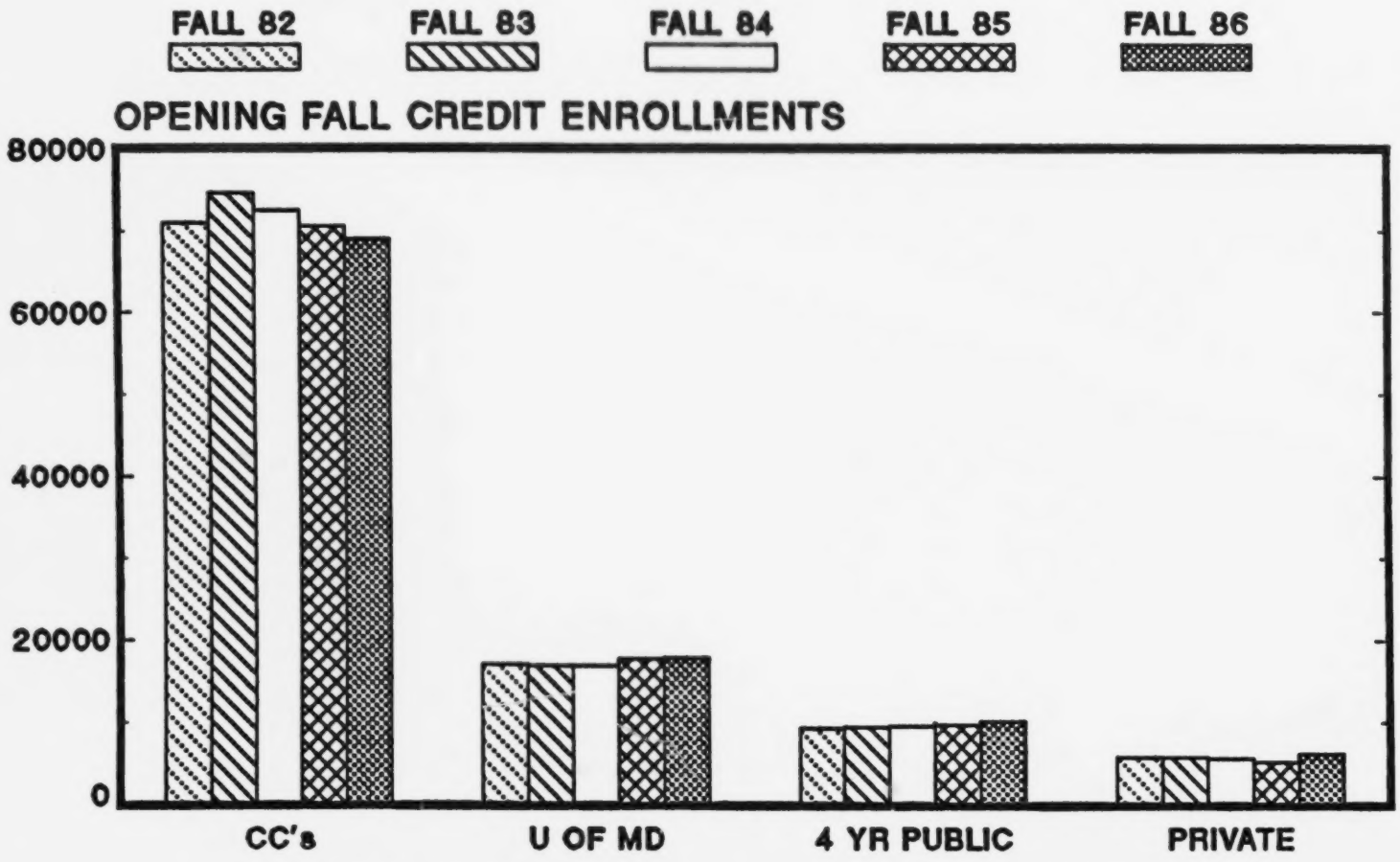
TRENDS IN FULL TIME UNDERGRADUATES
BY SEGMENTS



MD STATE BOARD FOR COMMUNITY COLLEGES

SOURCE:DERIVED FROM SBHE PRELIMINARY FALL REPORTS(1982-1986)

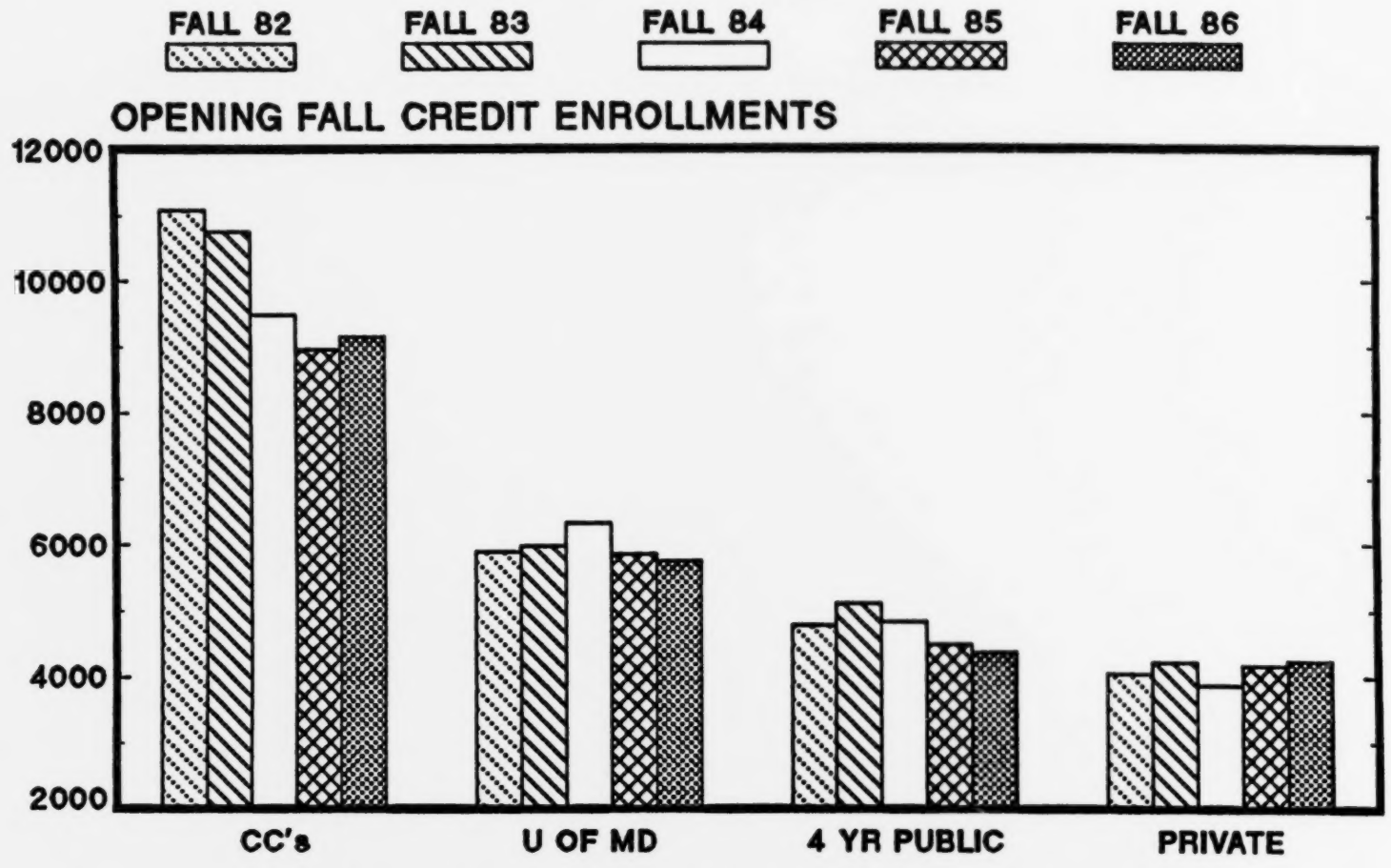
TRENDS IN PART TIME UNDERGRADUATES
BY SEGMENTS



MD STATE BOARD FOR COMMUNITY COLLEGES

SOURCE:DERIVED FROM SBHE PRELIMINARY FALL REPORTS(1982-1986)

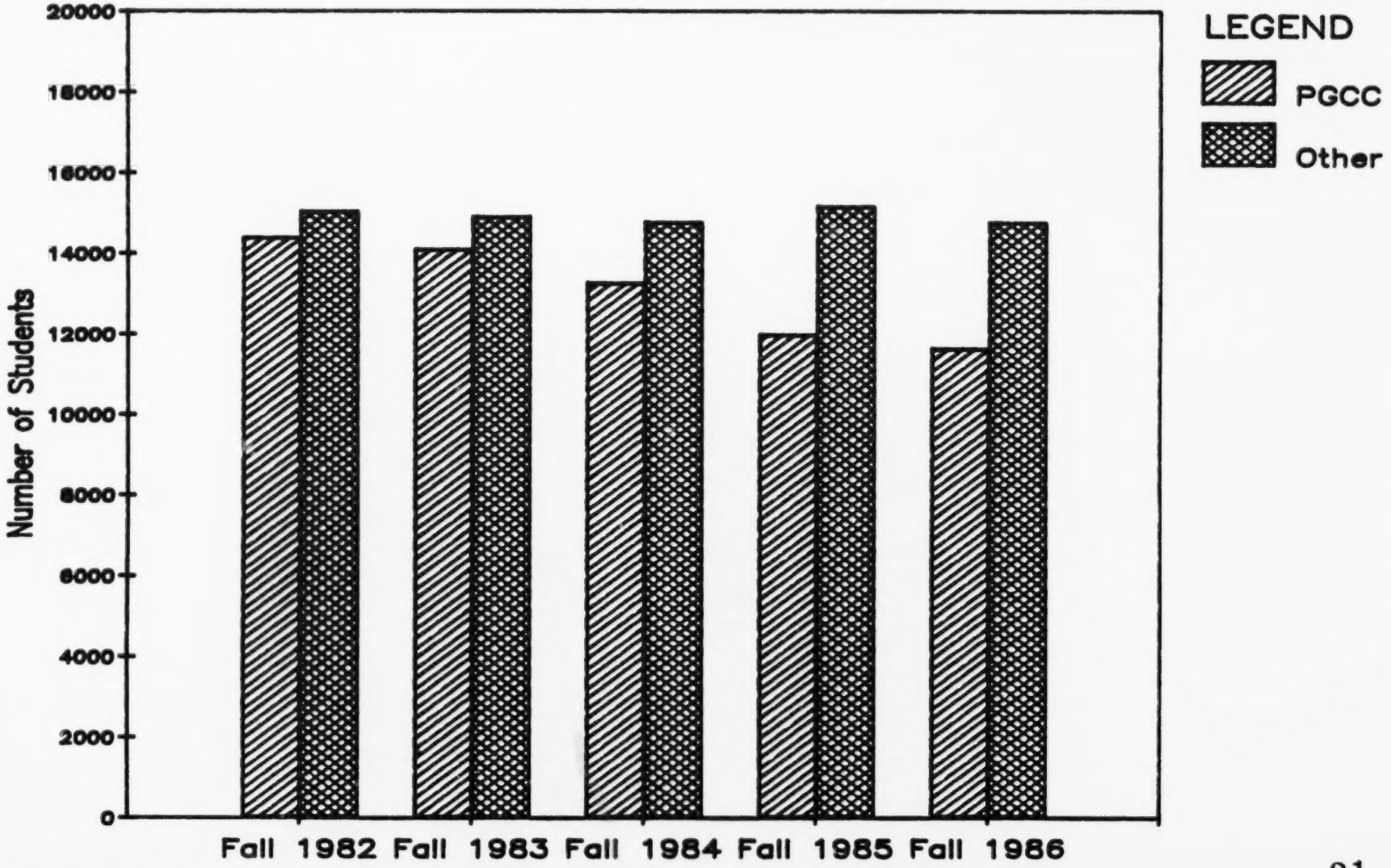
TRENDS IN FULL TIME FRESHMEN
BY SEGMENTS



MD STATE BOARD FOR COMMUNITY COLLEGES

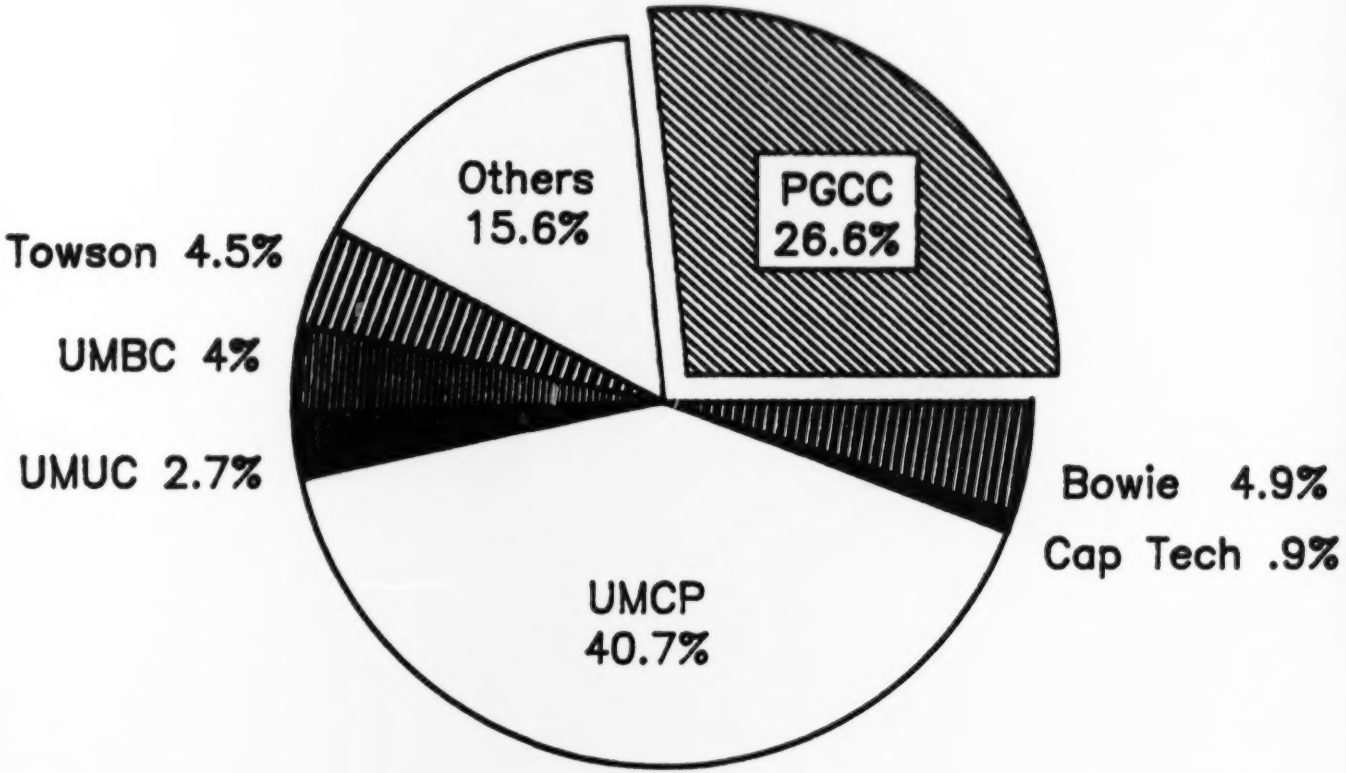
SOURCE:DERIVED FROM SBHE PRELIMINARY FALL REPORTS(1981-1986)

ENROLLMENT OF P.G. COUNTY RESIDENTS AT MARYLAND COLLEGES AND UNIVERSITIES



P.G. COUNTY FULL–TIME UNDERGRADS

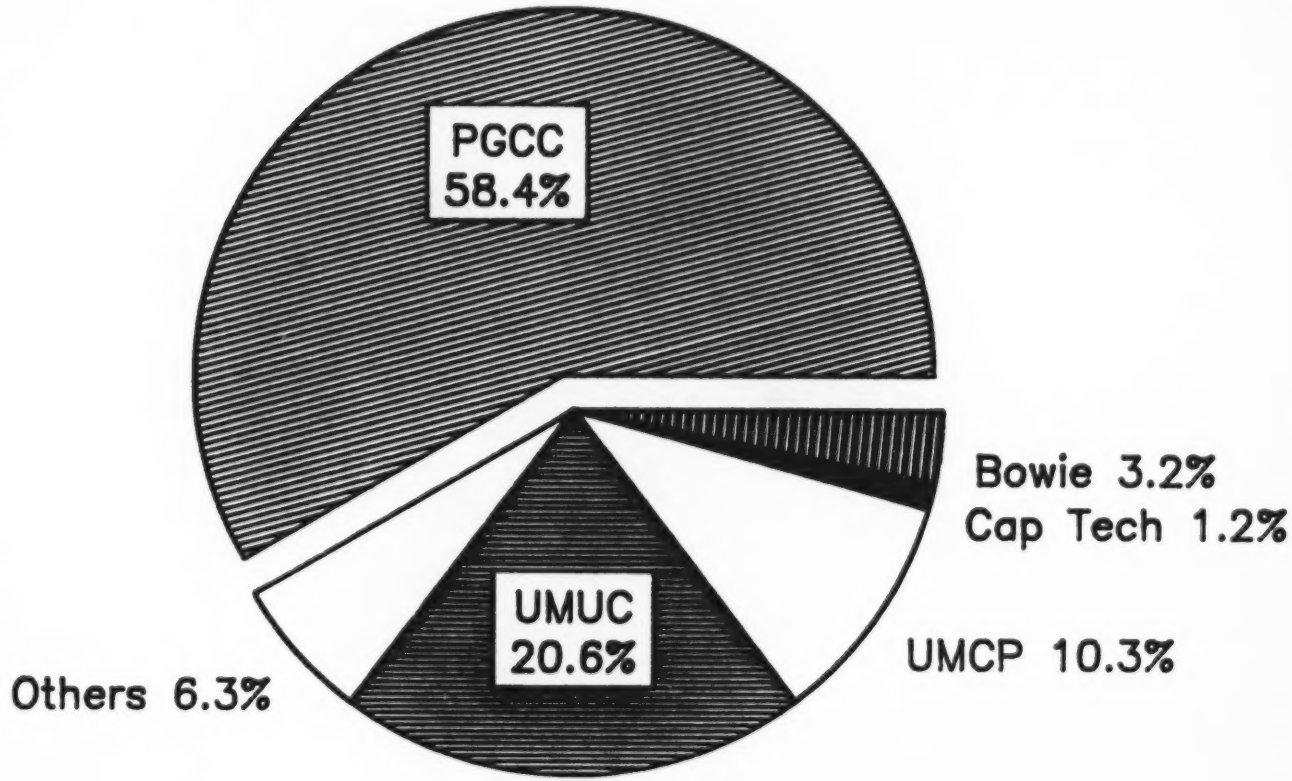
Attending Maryland Colleges, Fall 1986



(N = 11,923)

P.G. COUNTY PART–TIME UNDERGRADS

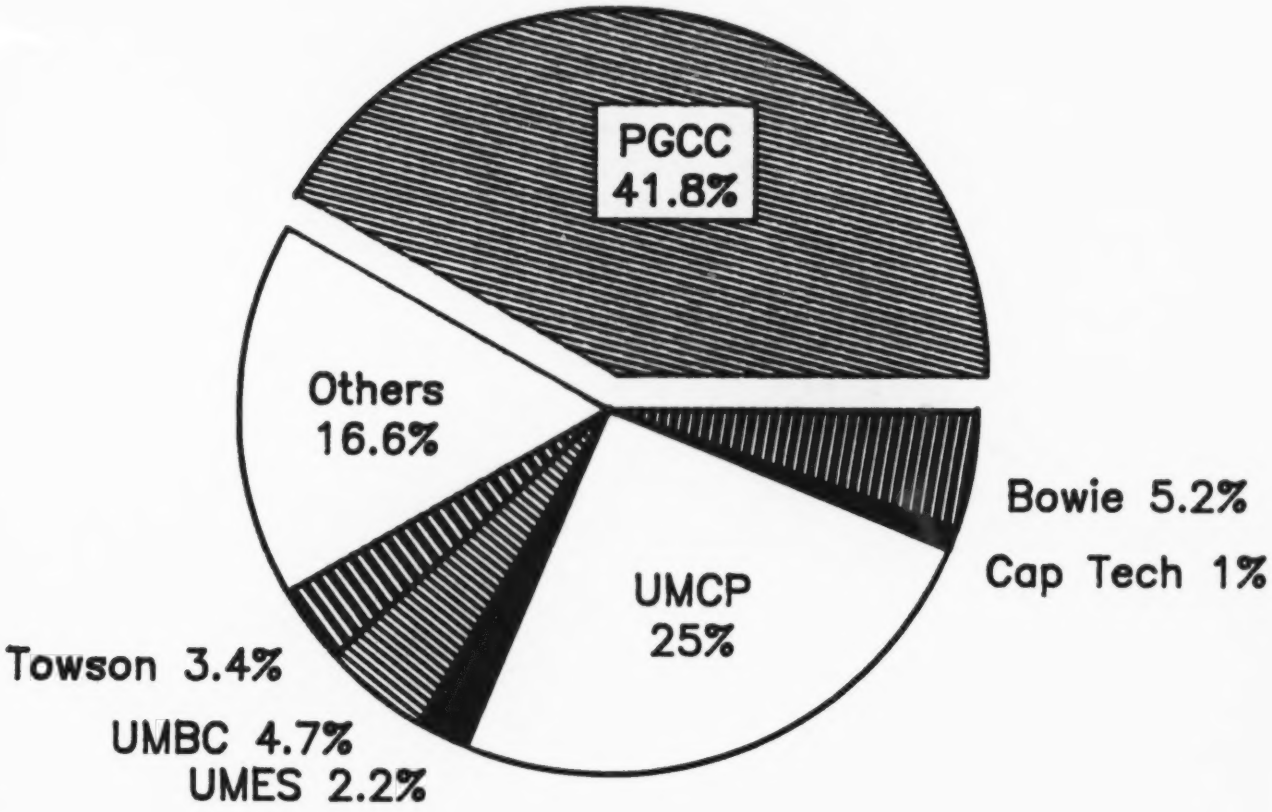
Attending Maryland Colleges, Fall 1986



(N = 14,477)

NEW FULL–TIME FRESHMAN MARKET SHARES

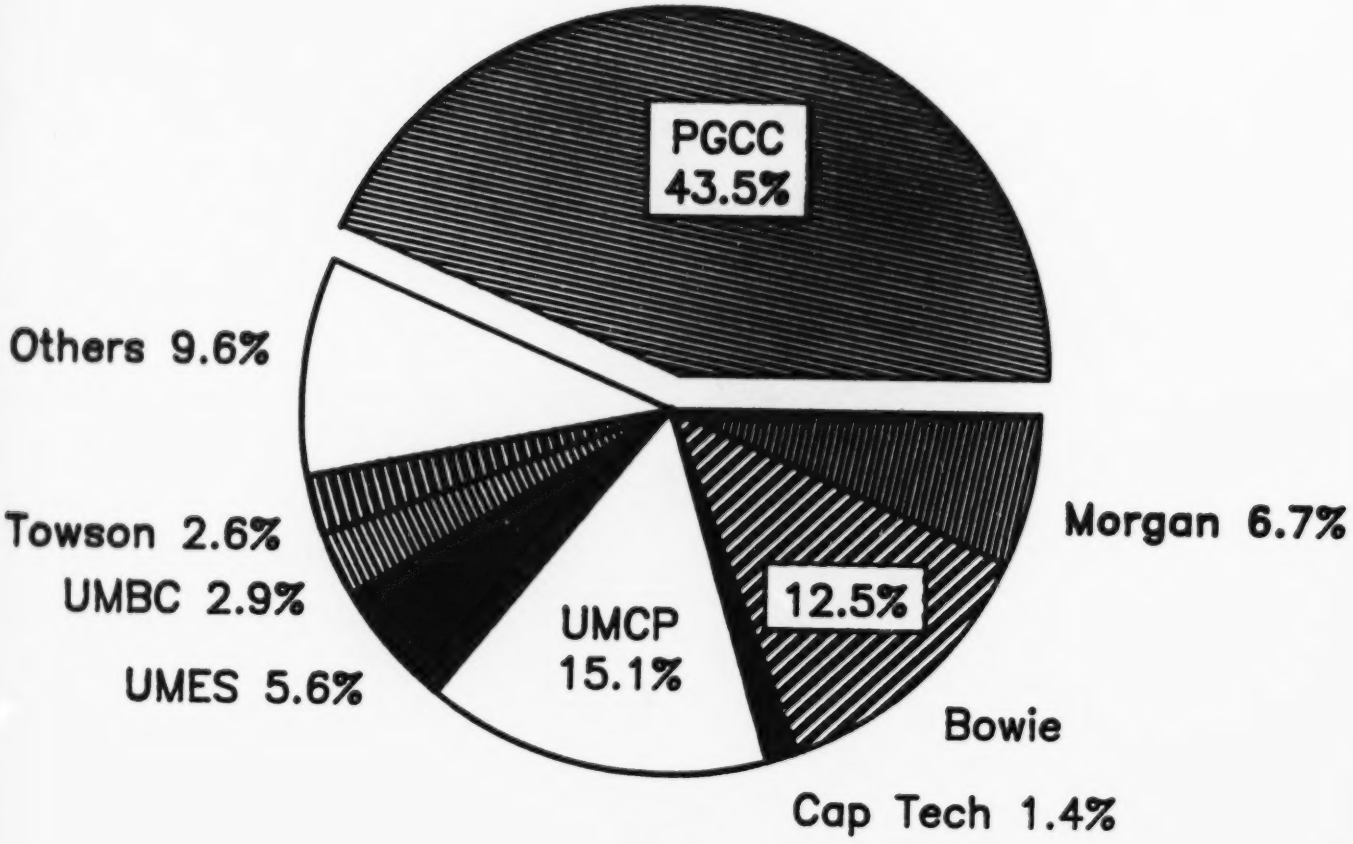
P.G. County Residents, Fall 1986



(N = 2,875)

NEW FULL-TIME BLACK MARKET SHARES

P.G. County Residents, Fall 1986



(N = 1,103)

PRINCE GEORGE'S COMMUNITY COLLEGE

Full-Time Undergraduate Enrollment of Prince George's County Residents, Fall 1983-86

Maryland College or University	FALL 1983 Full-time Students	FALL 1983 Students Percent	FALL 1984 Full-time Students	FALL 1984 Students Percent	FALL 1985 Full-time Students	FALL 1985 Students Percent	FALL 1986 Full-time Students	FALL 1986 Students Percent
Univ. of Maryland/College Park	5,335	41.2%	5,196	42.0%	5,169	42.7%	4,853	40.7%
Prince George's Comm. Coll.	3,920	30.2%	3,545	28.7%	3,178	26.2%	3,176	26.6%
Bowie State College	614	4.7%	555	4.5%	575	4.7%	584	4.9%
Towson State University	423	3.3%	429	3.5%	487	4.0%	532	4.5%
Univ. of MD/Baltimore County	431	3.3%	430	3.5%	428	3.5%	480	4.0%
Univ. of Maryland/Univ. College	244	1.9%	326	2.6%	331	2.7%	326	2.7%
Frostburg State College	267	2.1%	267	2.2%	269	2.2%	264	2.2%
Salisbury State College	270	2.1%	242	2.0%	239	2.0%	258	2.2%
Univ. of Maryland/Eastern Shore	164	1.3%	167	1.4%	219	1.8%	246	2.1%
Morgan State University	248	1.9%	222	1.8%	229	1.9%	220	1.8%
Montgomery Community College	173	1.3%	150	1.2%	153	1.3%	161	1.4%
Saint Mary's College of MD	148	1.1%	124	1.0%	109	0.9%	128	1.1%
Univ. of Maryland at Baltimore	142	1.1%	137	1.1%	136	1.1%	121	1.0%
Capitol Tech	125	1.0%	102	0.8%	119	1.0%	111	0.9%
Loyola College	83	0.6%	75	0.6%	71	0.6%	71	0.6%
Washington Bible College	48	0.4%	51	0.4%	53	0.4%	47	0.4%
Columbia Union College	0	0.0%	37	0.3%	31	0.3%	46	0.4%
Johns Hopkins	38	0.3%	42	0.3%	41	0.3%	33	0.3%
Mount Saint Mary's College	57	0.4%	45	0.4%	34	0.3%	31	0.3%
Western Maryland College	38	0.3%	21	0.2%	24	0.2%	20	0.2%
All others	191	1.5%	195	1.6%	212	1.8%	215	1.8%
TOTAL	12,959	100.0%	12,358	100.0%	12,107	100.0%	11,923	100.0%

Numbers reflect Prince George's County residents enrolled as full-time undergraduates at colleges and universities in Maryland in fall semesters. Figures reflect all levels, freshmen through seniors. Data from the State Board for Higher Education.

PRINCE GEORGE'S COMMUNITY COLLEGE

Part-Time Undergraduate Enrollment of Prince George's County Residents, Fall 1983-86

Maryland College or University	FALL 1983 Part-time Students	FALL 1983 Students Percent	FALL 1984 Part-time Students	FALL 1984 Students Percent	FALL 1985 Part-time Students	FALL 1985 Students Percent	FALL 1986 Part-time Students	FALL 1986 Students Percent
Prince George's Comm. Coll.	10,168	63.5%	9,719	62.0%	8,807	58.6%	8,461	58.4%
Univ. of Maryland/Univ. College	3,266	20.4%	3,207	20.5%	3,421	22.8%	2,979	20.6%
Univ. of Maryland/College Park	1,341	8.4%	1,410	9.0%	1,438	9.6%	1,493	10.3%
Bowie State College	325	2.0%	342	2.2%	378	2.5%	462	3.2%
Montgomery Community College	380	2.4%	353	2.3%	367	2.4%	334	2.3%
Capitol Tech	137	0.9%	158	1.0%	148	1.0%	169	1.2%
Univ. of MD/Baltimore County	44	0.3%	42	0.3%	76	0.5%	106	0.7%
Washington Bible College	73	0.5%	101	0.6%	74	0.5%	69	0.5%
Columbia Union College	24	0.1%	22	0.1%	22	0.1%	63	0.4%
Towson State University	35	0.2%	43	0.3%	36	0.2%	48	0.3%
Catonsville Community College	27	0.2%	42	0.3%	45	0.3%	44	0.3%
Charles Community College	26	0.2%	48	0.3%	43	0.3%	40	0.3%
Howard Community College	43	0.3%	37	0.2%	24	0.2%	31	0.2%
Morgan State University	15	0.1%	15	0.1%	12	0.1%	31	0.2%
Johns Hopkins	16	0.1%	17	0.1%	21	0.1%	30	0.2%
Univ. of Maryland at Baltimore	7	<0.1%	9	0.1%	15	0.1%	19	0.1%
Salisbury State College	15	0.1%	17	0.1%	13	0.1%	16	0.1%
Univ. of Maryland/Eastern Shore	8	<0.1%	6	<0.1%	8	0.1%	15	0.1%
Frostburg State College	16	0.1%	14	0.1%	10	0.1%	13	0.1%
Saint Mary's College of MD	3	<0.1%	2	<0.1%	18	0.1%	1	<0.1%
All others	56	0.3%	66	0.4%	59	0.4%	53	0.4%
TOTAL	16,025	100.0%	15,670	100.0%	15,035	100.0%	14,477	100.0%

Numbers reflect Prince George's County residents enrolled as part-time undergraduates at colleges and universities in Maryland in fall semesters. Figures reflect all levels, freshmen through seniors. Data from the State Board for Higher Education.

PRINCE GEORGE'S COMMUNITY COLLEGE

Enrollment of Prince George's County Residents as New Full-time Undergraduates, Fall 1983-86

Maryland College or University	FALL 1983 First-time Students	FALL 1983 Full-time Percent	FALL 1984 First-time Students	FALL 1984 Full-time Percent	FALL 1985 First-time Students	FALL 1985 Full-time Percent	FALL 1986 First-time Students	FALL 1986 Full-time Percent
Prince George's Comm. Coll.	1,352	42.8%	1,278	42.9%	1,175	39.4%	1,202	41.8%
Univ. of Maryland/College Park	908	28.8%	866	29.1%	898	30.1%	718	25.0%
Bowie State College	95	3.0%	105	3.5%	138	4.6%	150	5.2%
Univ. of MD/Baltimore County	119	3.8%	107	3.6%	96	3.2%	135	4.7%
Towson State University	112	3.5%	112	3.8%	116	3.9%	99	3.4%
Montgomery Community College	87	2.8%	80	2.7%	73	2.4%	91	3.2%
Morgan State University	69	2.2%	70	2.4%	68	2.3%	76	2.6%
Frostburg State College	54	1.7%	67	2.3%	74	2.5%	70	2.4%
Salisbury State College	68	2.2%	63	2.1%	55	1.8%	66	2.3%
Univ. of Maryland/Eastern Shore	57	1.8%	44	1.5%	100	3.4%	64	2.2%
Saint Mary's College of MD	30	0.9%	27	0.9%	32	1.1%	33	1.1%
Capitol Tech	82	2.6%	36	1.2%	26	0.9%	30	1.0%
Loyola College	22	0.7%	18	0.6%	21	0.7%	17	0.6%
Howard Community College	0	0.0%	10	0.3%	11	0.4%	16	0.6%
Columbia Union College	12	0.4%	7	0.2%	8	0.3%	12	0.4%
Western Maryland College	7	0.2%	8	0.3%	5	0.2%	10	0.3%
Mount Saint Mary's College	15	0.5%	5	0.2%	7	0.2%	9	0.3%
Washington Bible College	12	0.4%	5	0.2%	7	0.2%	6	0.2%
Johns Hopkins	5	0.2%	12	0.4%	9	0.3%	5	0.2%
Univ. of Maryland/Univ. College	2	0.1%	9	0.3%	9	0.3%	3	0.1%
All others	50	1.6%	48	1.6%	56	1.9%	63	2.2%
TOTAL	3,158	100.0%	2,977	100.0%	2,984	100.0%	2,875	100.0%

Numbers reflect Prince George's County residents enrolled as full-time undergraduates at colleges and universities in Maryland, who were attending college for the first time.
Data from the State Board for Higher Education.

PRINCE GEORGE'S COMMUNITY COLLEGE

Enrollment of Black Prince George's County Residents as New Full-time Undergraduates, Fall 1983-86

Maryland College or University	FALL 1983 New FT Black Students	FALL 1983 New FT Black Percent	FALL 1984 New FT Black Students	FALL 1984 New FT Black Percent	FALL 1985 New FT Black Students	FALL 1985 New FT Black Percent	FALL 1986 New FT Black Students	FALL 1986 New FT Black Percent
Prince George's Comm. Coll.	485	47.5%	528	51.5%	439	41.3%	480	43.5%
Univ. of Maryland/College Park	139	13.6%	147	14.3%	172	16.2%	167	15.1%
Bowie State College	91	8.9%	90	8.8%	127	11.9%	138	12.5%
Morgan State University	69	6.8%	69	6.7%	67	6.3%	74	6.7%
Univ. of Maryland/Eastern Shore	51	5.0%	43	4.2%	96	9.0%	62	5.6%
Montgomery Community College	36	3.5%	25	2.4%	31	2.9%	46	4.2%
Univ. of MD/Baltimore County	35	3.4%	32	3.1%	40	3.8%	32	2.9%
Towson State University	30	2.9%	29	2.8%	24	2.3%	29	2.6%
Capitol Tech	34	3.3%	6	0.6%	10	0.9%	15	1.4%
Frostburg State College	14	1.4%	18	1.8%	15	1.4%	13	1.2%
Salisbury State College	11	1.1%	7	0.7%	9	0.8%	9	0.8%
Saint Mary's College of MD	2	0.2%	0	0.0%	4	0.4%	4	0.4%
Loyola College	2	0.2%	1	0.1%	1	0.1%	3	0.3%
Univ. of Maryland/Univ. College	0	0.0%	6	0.6%	4	0.4%	3	0.3%
Washington Bible College	2	0.2%	1	0.1%	1	0.1%	2	0.2%
Johns Hopkins	2	0.2%	1	0.1%	1	0.1%	1	0.1%
Columbia Union College	3	0.3%	2	0.2%	3	0.3%	0	0.0%
Western Maryland College	0	0.0%	2	0.2%	0	0.0%	0	0.0%
All others	14	1.4%	18	1.8%	19	1.8%	25	2.3%
TOTAL	1,020	100.0%	1,025	100.0%	1,063	100.0%	1,103	100.0%

Numbers reflect black Princ George's residents enrolled as full-time undergraduates at col eges and universities in Maryland, who were attending college for the first time.
Data from the State Board for Higher Education.

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